

Message Text

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13-12

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 AGR-05 CIAE-00 INR-07 NSAE-00

COME-00 TRSE-00 SAJ-01 /033 W

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R 200530Z FEB 76

FM AMCONSUL LENINGRAD

TO SECSTATE WASHDC 1998

INFO AMEMBASSY MOSCOW

LIMITED OFFICIAL USE LENINGRAD 0271

EO 11652N/A

TAGS: APAP, ECON, UR

SUBJ: LENINGRAD BREAD CONSUMPTION

1. A LOCAL PRESS ARTICLE RECENTLY NOTED FOLLOWING DATA ON CONSUMPTION AND "FRESHNESS FACTOR" OF BREAD PRODUCTS IN LENINGRAD CITY (POPULATION 4,372,000) WHICH MIGHT BE OF INTEREST TO ECONOMIC ANALYSTS.

2. "COMPLETELY SATISFYING" BREAD REQUIREMENTS OF CITY'S POPULATION IS SAID TO REQUIRE THE DAILY SALE OF 1,150 TO 1,200 TONS OF BREAD PRODUCTS AND, ON AN ANNUAL BASIS, ABOUT 400,000 TONS. RESPONDING TO CRITICISMS ABOUT FRESHNESS OF BREAD IN STORES, IT WAS NOTED THAT REGULATIONS REQUIRE FOLLOWING MAXIMUM PERIODS BETWEEN BAKING AND SALE TO CONSUMER: 36 HOURS FOR BREADS MADE WITH RYE FLOUR; 24 HOURS FOR THOSE MADE FROM WHEAT FLOUR; AND 16 HOURS FOR SMALL-SIZED AND RICH BAKED GOODS (WITH SHORTENING) WEIGHING 200 GRAMS AND LESS. PRESS ARTICLE GAVE IMPRESSION THAT CITY HAS PROBLEM WITH LEFTOVER UNSOLD BREAD. ARTICLE CRITICIZED PERSONS WHO BELIEVE "INCORRECTLY" THAT IF BREAD IS NOT WARM IT MEANS IT IS NOT FRESH, BUT ARTICLE LAMELY CONCEDED THAT DISPARITIES IN WORK SCHEDULES OF BAKERIES AND SALES OUTLETS "DOES NOT YET PERMIT, UNFORTUNATELY, GUARANTEEING THE CONSTANT FRESHNESS OF BREAD IN ALL STORES."

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: PRESS COMMENTS, ECONOMIC CONDITIONS
Control Number: n/a
Copy: SINGLE
Draft Date: 20 FEB 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: morefirh
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976LENING00271
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760064-1112
From: LENINGRAD
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760231/aaaabais.tel
Line Count: 60
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: morefirh
Review Comment: n/a
Review Content Flags:
Review Date: 06 MAY 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <06 MAY 2004 by BoyleJA>; APPROVED <02 JUL 2004 by morefirh>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: LENINGRAD BREAD CONSUMPTION
TAGS: EPAP, ECON, UR
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006